Complete Guide to Property Styling Packages

When selling a home, first impressions matter. Buyers often decide how they feel about a property within the first few minutes of seeing it. That’s where **property styling** comes in. Whether you're preparing a small apartment or a large family home for sale, **staged property styling** can make a huge difference in attracting buyers and getting the best price.

In this article, we’ll walk you through the different types of **property styling packages**, including **complete property styling**, **partial styling**, **apartment staging**, and what’s typically included in **home styling packages**. If you're in Melbourne, you'll also find tips on choosing the right **property styling packages in Melbourne** to suit your needs and budget.

What Is Property Styling?

Property styling (also called home staging) is the process of furnishing and decorating a home to make it look its best before going on the market. The goal is to make the space feel warm, modern, and appealing to as many buyers as possible.

Professional stylists use furniture, artwork, lighting, and accessories to highlight the best features of a home. Styled properties often photograph better, stand out in listings, attract more interest, and can sell faster — often for a higher price.

Why Staged Property Styling Matters?

Staged property styling helps potential buyers imagine themselves living in the space. It removes distractions, enhances flow, and showcases how each room can be used. Instead of walking into an empty or cluttered house, buyers see a stylish, well-designed home that feels ready to move into.

Here’s why it works:

- Makes rooms appear larger and brighter
- Creates emotional connection with buyers
- Highlights functionality of each space
- Improves online photos and video tours
- Increases chances of faster and better offers

Types of Property Styling Packages

There are different levels of styling available depending on the size of your home, its condition, and your budget. Let’s take a look at the most popular **property styling packages** and what’s included.

1. Complete Property Styling

Complete property styling is ideal for empty homes where the entire house needs to be furnished and decorated. This package is the most comprehensive and includes everything from living rooms and bedrooms to dining areas and outdoor spaces.

What's included:

- Full furniture rental for each room
- Artwork, rugs, cushions, and accessories
- Lighting and greenery (plants, vases)
- Delivery, setup, and removal after sale

This option is best for sellers who have already moved out or for new developments and display homes.

2. Partial Property Styling

If you still live in your home or already have some furniture, a **partial property styling** package may be a better fit. In this case, the stylist will work with your existing furniture and add or replace certain pieces to elevate the look.

What's included:

- Mix of your furniture and hired pieces
- Styling for key rooms like living, dining, and main bedroom
- Accessories like cushions, throws, and artwork
- Professional setup and styling

Partial styling is cost-effective and works well when your current furniture is modern and in good condition.

3. Apartment Staging

Smaller spaces like units, apartments, and townhouses benefit from clever design and smart layout choices. **Apartment staging** focuses on making compact spaces feel open, airy, and functional.

What makes apartment staging different:

- Furniture that fits small layouts
- Minimalist, clean styling
- Emphasis on light and space
- Smart storage and layout tricks

Because apartment buyers often include first-home buyers or investors, styling needs to appeal to modern tastes and lifestyle.

4. Home Styling Packages

Home styling packages are tailored packages offered by property styling companies. They are often flexible and can be adjusted based on your home’s size and your goals.

Most **home styling packages** include:

- Initial consultation and site visit
- Furniture hire (4–6 weeks)
- Styling accessories (art, décor, rugs)
- Transport, installation, and removal
- Optional upgrades for outdoor areas or premium furniture

These packages are convenient and take the stress out of preparing your home for sale.

Property Styling Packages in Melbourne

If you're based in Melbourne, you’re in luck — the city is home to many experienced styling companies offering a wide range of **property styling packages in Melbourne**. Whether you're selling a one-bedroom apartment in the CBD or a five-bedroom house in the suburbs, there’s a solution for every home and budget.

Styling companies in Melbourne often offer:

- **Complete property styling** for vacant homes
- **Partial styling** for lived-in homes
- **Apartment staging** for smaller spaces

- Custom **home styling packages** to meet specific needs
- Budget-friendly options for quick sales

When choosing a company, ask to see their portfolio, read reviews, and get a clear quote that includes all services.

How Much Does Property Styling Cost?

The cost of **property styling packages** depends on:

- Size of the property
- Number of rooms being styled
- Whether it’s full or partial staging
- Length of the hire period
- The style and quality of furniture used

Here’s a general guide (prices may vary):

- **Apartment staging**: $1,500 – $3,000
- **Partial styling**: $1,800 – $4,000
- **Complete property styling**: $2,500 – $6,000+

Some companies offer packages starting at lower prices for basic styling needs, while premium packages with designer furniture and outdoor styling may cost more.

Benefits of Choosing a Styling Package

Styling your home through a professional package offers several benefits:

1. **Professional look**: Your home will look like it belongs in a magazine.
2. **Less stress**: Experts handle all the logistics.
3. **Higher return**: Styled homes can sell for 5–15% more.
4. **Faster sale**: Well-presented homes usually spend less time on the market.
5. **Flexible options**: Choose a package that suits your timeline and budget.

When Should You Use Property Styling?

You should consider **property styling packages** if:

- Your home is vacant or outdated
- You're targeting high-end buyers
- Your current furniture doesn't match the market style
- You want your property to stand out in listings
- You need to sell quickly

Even if you’re on a tight budget, a small investment in **partial styling** or **apartment staging** can bring big returns.

Final Thoughts

Staged property styling is one of the smartest steps you can take when selling a home. Whether you need **complete property styling**, a tailored **home styling package**, or simple **apartment staging**, the right look can help you attract the right buyers — faster and at a better price.

With many flexible **property styling packages in Melbourne**, sellers can now choose services that match their home type, budget, and sales goals. From full home makeovers to light touch-ups, there’s a styling solution for every property.

So if you're preparing to sell, consider partnering with a property stylist. It could be the edge that sets your home apart from the rest.